

MARKETING ANALYTICS: FROM MEASUREMENT TO INSIGHT



Programme Overview

The field of marketing management is not new in its application of Data Analytics. Most firms employ market research firms and media agencies to crunch the numbers and draw insights. In the digital age, managers now have ready access to large amount of data; within their organisations and also across their organisation boundaries through digital technologies. There is increasing realisation that if they ask the right questions, it is now possible to garner sharper insights. To link the interesting questions to sharper insights, an understanding of the underlying analytical techniques and its application to the marketing opportunities and problems is critical. This course offers an indepth knowledge of how statistical and analytical techniques and approaches can bridge the gap between marketing problems and insights. A working knowledge of the underlying principles of the techniques and hands on experience in implementing them in various business contexts will help senior marketing managers engage better with the data analysts and will also help them critically evaluate the results of data analysis better.

Programme Objectives

The objective of the course is to impart knowledge of:

- Marketing opportunities and problems that can leverage analytics for solutions and insights.
- Statistical and analytical techniques that can be deployed to help better decision making in sales and marketing.
- Effective management of analytics agencies & analysts.
- Tools for Analysis such as Excel and visualisation tools. The course will provide opportunity for hands-on application.

Who should attend

This programme is largely beneficial for managers who have large customer bases. Customers may be individual customers or large number of B2B customers (like dealers or retailers).

Programme Content

Marketing Decisions and the Role of Analytics

- How do I track how good my decisions are?
-Metrics for Marketing Management
- Story Telling through Data
-Market Performance Analytics
-Marketing Mix Models
- Are markets predictable? Are customers predictable?
-Predictive Models in Marketing
- How different is one customer from another?
-Segmentation Techniques
- Who are my most valuable customers?
-Customer Lifetime Value
- How do I analyse Digital Marketing Campaigns?
-Digital Analytics

Programme Directors

Dr. Sheila Roy

Associate Programme Head-
Fellow Programme in Management (FPM)

Dr. Sheila Roy is a faculty at S. P Jain Institute of Management and Research delivering courses on Marketing Analytics, E-business Logistics and Fulfilment, E-commerce and Service Operations.

She has 20 years of work experience spanning across industries of Finance, Information Technology, Consulting and Hospitality. She acts as a consultant to organisation in e-business process design and analytics driven process management.

She has a doctoral degree in Management from Indian Institute of Technology, Bombay (IIT, Bombay) and post graduate degree in management from IIM, Bangalore. Her ongoing research work has been published in International Journals and Conferences.

Dr. Sunny Arora

Assistant Professor-Marketing ;Associate Programme Head-PGDM

Experience:

Dr. Arora has an experience of more than 11 years that straddles across corporate and academics. He has completed his Ph.D. from SJMSOM, IIT Bombay, MBA from NMIMS, Mumbai and B.Sc.(H) in Physics from Hansraj College, Delhi University. He has conducted corporate trainings for Zycus Infotech, Tata Motors and AstraZeneca Pharma India. He has to his credit articles published in top International journals such as Journal of Brand Management. He has presented his research at various conferences, such as at Hong Kong Polytechnic University, IIM Ahmedabad, IIM Lucknow amongst others. He enjoys teaching Brand Management, Consumer Psychology and Advanced Marketing Research. His research interests lie in the areas of Pricing, Brand Naming and Cognition & Affect.

Dr. Sunny has been associated with organisations like Mahindra Comviva, Kotak Mahindra Bank, Career Launcher and International School of Business & Media. His last assignment was with FORE School of Management.

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